

STAND. COM. REP. NO.

3713

Honolulu, Hawaii

APR 10 2026

RE: H.B. No. 2475
H.D. 1
S.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Sir:

Your Committee on Commerce and Consumer Protection, to which was referred H.B. No. 2475, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO LABELING REQUIREMENTS,"

begs leave to report as follows:

The purpose and intent of this measure is to establish labeling requirements for 'ōkolehao products.

Your Committee received testimony in support of this measure from the Department of Agriculture and Biosecurity, Hawai'i Island Chamber of Commerce, Hawai'i Farm Bureau, and one individual.

Your Committee received testimony in opposition to this measure from Kahuna Spirits Ltd and three individuals.

Your Committee received comments on this measure from Kamehameha Schools.

Your Committee finds that 'ōkolehao is a culturally significant Hawaiian distilled spirit with deep roots in the State's history and identity. 'Ōkolehao is traditionally made from Hawaii-grown kī (ti plant), and its authenticity is central to its value, both to consumers and to the local producers and cultural practitioners who sustain its legacy. Your Committee further finds that the absence of clear production and labeling standards



has allowed the use of the 'ōkolehao brand to be applied to products that do not reflect authentic Hawaiian agricultural production, which can lead to reduced consumer confidence and lost economic opportunity for local farmers and producers. This measure would establish labeling standards consistent with the State's broader agricultural branding framework and send a clear message that the State stands behind the integrity of its place-based products.

Your Committee has amended this measure by clarifying that "ōkolehao" means a distilled spirit that:

- (1) Is distilled from a fermented mash of one hundred percent kī root grown in the State; and
- (2) Is distilled from agricultural products that were one hundred percent cultivated and harvested in the State.

As affirmed by the record of votes of the members of your Committee on Commerce and Consumer Protection that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2475, H.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as H.B. No. 2475, H.D. 1, S.D. 1.

Respectfully submitted on
behalf of the members of the
Committee on Commerce and
Consumer Protection,



J. KEOHOKALOPE, Chair



The Senate
Thirty-Third Legislature
State of Hawai'i

Record of Votes
Committee on Commerce and Consumer Protection
CPN

Bill / Resolution No.:	Committee Referral:	Date:
HB 2475 HD1	HWN, CPN	04/07/2026

The Committee is reconsidering its previous decision on this measure.
If so, then the previous decision was to: _____

The Recommendation is:

Pass, unamended 2312
 Pass, with amendments 2311
 Hold 2310
 Recommit 2313

Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
LAMOSAO, Rachele	✓			
MCKELVEY, Angus L.K.	✓			
AWA, Brenton				✓
TOTAL	4			1

Recommendation: Adopted Not Adopted

Chair's or Designee's Signature:
Carol Fukunaga

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*Only one measure per Record of Votes